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# Active Ageing: The Research Approach

**October 2013**

# Active Ageing

**What is 'active ageing'?**

Active ageing is defined by the World Health Organization's Policy Framework as "the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age.
It allows people to realise their potential for wellbeing throughout their lives and to participate in society according to their needs, desires and capabilities, while providing them with adequate protection, security and care when they need assistance."

# Active Ageing

**Learning for senior citizens;**
Projects focusing on aspects such as equipping senior citizens with the skills that they need in order to cope with change and remain active in society

**2012 - European Year for Active Ageing and Solidarity between Generations**
The European Year intended to raise awareness of the contribution that older people make to society. It sought to encourage policymakers and relevant stakeholders at all levels to take action with the aim of creating better opportunities for active ageing and strengthening solidarity between generations.
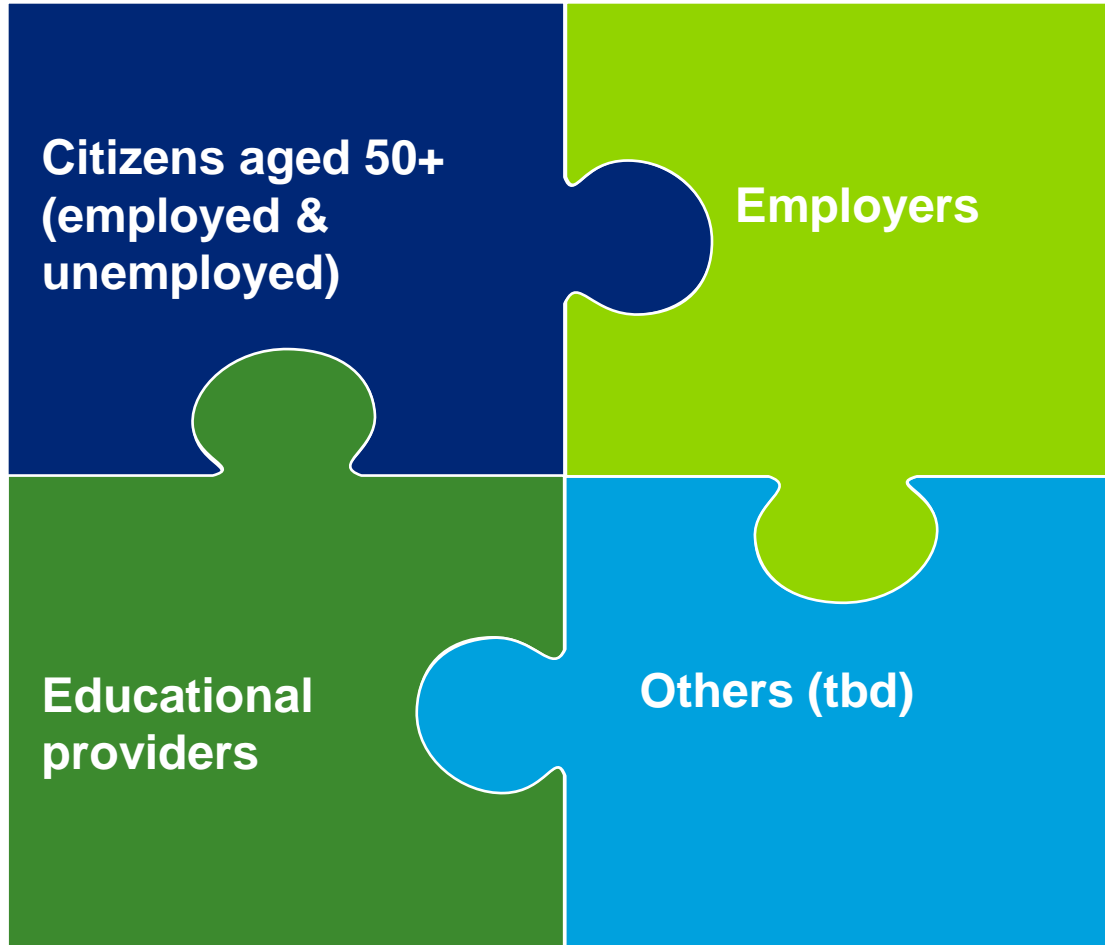
**Learning for senior citizens: is a strategic priority for the LLP**
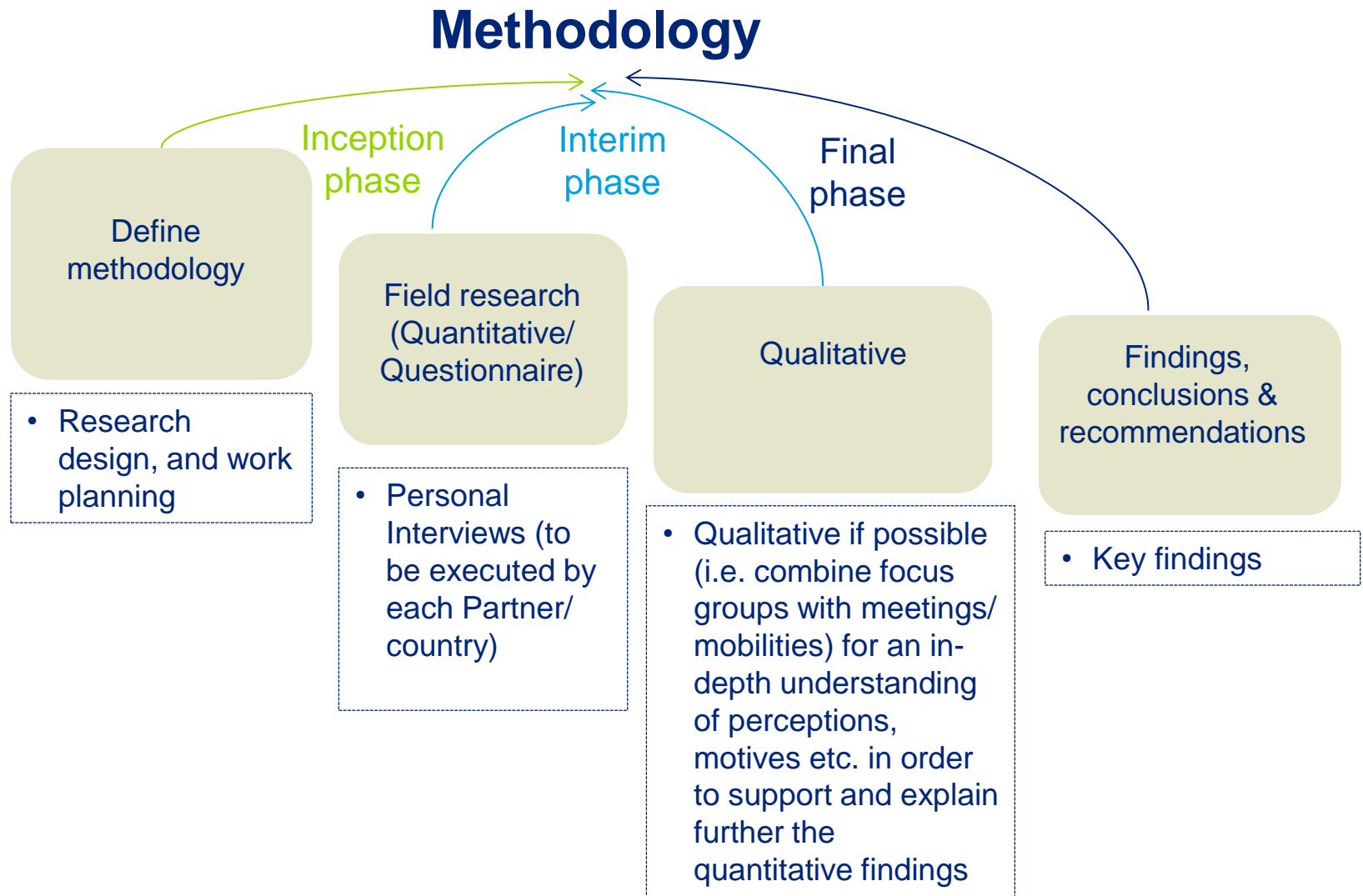
# Purpose of the Project - Research

This Project deals with age management and strives for identification of tools and methods aimed at extending the activity period of aged 50+

Each partner will conduct research in its country focusing on existing learning opportunities for 50+, their barriers and motivation and the attitude of employers towards 50+

# Target Groups



Citizens aged 50+ (employed & unemployed)

Employers

Educational providers

Others (tbd)

# Methodological Approach (1/2)

## Methodology

Inception phase — Interim phase — Final phase

**Define methodology**
- Research design, and work planning

**Field research (Quantitative/ Questionnaire)**
- Personal Interviews (to be executed by each Partner/ country)

**Qualitative**
- Qualitative if possible (i.e. combine focus groups with meetings/ mobilities) for an in-depth understanding of perceptions, motives etc. in order to support and explain further the quantitative findings

**Findings, conclusions & recommendations**
- Key findings

# Methodological Approach (2/2)

Web research will be used by each Partner as a type of desk research in order to obtain secondary information about the courses and training opportunities available for 50+ and other relevant information in their country

**Implementation**
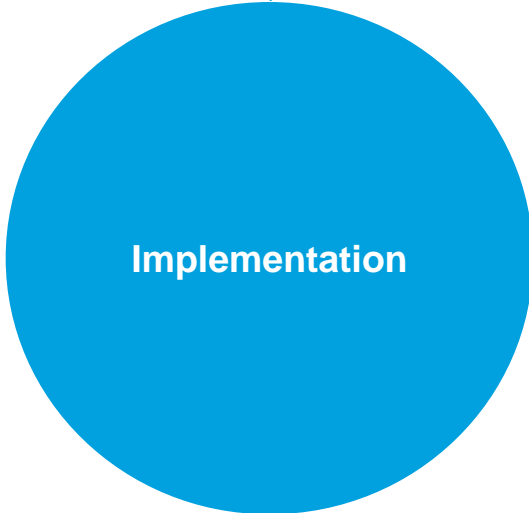
Each partner/country will conduct at least 30 personal interviews with 50+ using a structured questionnaire. The data from the completed questionnaires will then be used for analysis and presentation of the overall results in a summary report

# Research Objectives 1/3 – Primary Research

**Objectives**

1. What are the current needs of people aged 50+ (particularly in terms of lifelong learning and education)?

2. What barriers do they face in their efforts to satisfy their needs?

3. What priorities do they have in terms of different aspects of wellness (i.e. emotional, intellectual, vocational, and social)?

4. What are the perceptions of people aged 50+ about continuing education and learning opportunities?

5. What are their interests particularly in terms of lifelong learning & education?

6. To what extent are they satisfied with their social and educational activities?

7. What is the level of awareness among people aged 50+ of lifelong learning opportunities promoted by the EU?

# Research Objectives 2/3 – Primary Research

**Objectives**

8. What are their perceptions about the methods and tools in place the provision of education?

9. What is the level of usage of modern media?

10. To what extent are modern media used to explore and identify learning opportunities?

11. To what extent are their problems addressed by national policies, EU-level strategies etc.?

12. What suggestions or solutions do they propose in order to overcome the problems they face?

13. What would motivate them become more active and engaged in social and educational activities?

14. To what extent are they satisfied with the employment opportunities available?

# Research Objectives 3/3 – Primary Research

**Objectives**

15. What are their views about the attitudes of employers towards people aged 50+?

16. What types of skills and competences are necessary for 50+ to become more employable?

17. In what ways can employers' attitudes change positively towards 50+?

18. What is the level of satisfaction in terms of the learning opportunities offered by employers?

19. What are their perceptions and level of satisfaction in terms the teaching methods, didactic tools and approaches used by education providers?

20. What is the level of satisfaction in terms of the content of the educational programmes available?

21. How do they evaluate them in terms of different criteria such as access, quality, affordability etc.

# Areas for Secondary (Desk) Research

- Internet Research

  - Education Providers

    - Studies, Reports, Surveys

      - Other (i.e. Synergies with other similar Projects)

# Secondary (Desk) Research

➢ Identify the secondary sources: get information from web pages of training providers, organizations dealing with adult education etc.

➢ After the identification "visit" the websites to see what kind of material is available with respect to training offered for adults and particularly for those 50+

➢ Create an inventory or a list of the training offerings in each partners' region or country.

➢ The above findings combined with primary research (interviews) would lead to conclusions concerning the learning opportunities offered, the problems/ gaps etc.

# Web research

| Step 1 | Step 2 | Step 3 | Step 4 |
|---|---|---|---|
| • Develop a search strategy. Before you begin your research on the web create a stategy in order to search 'wisely'.<br>• Define your search tools:<br>  • Search engines (e.g yahoo, google).<br>  • Directories<br>  • Own websites, projects and knowledge<br>• It is recommended not to rely on just one search engine when you are conducting a research. | • List possible sources of information.<br>• Before you start the websearch try to identify any sources that might have information on your topic:<br>  • Education providers<br>  • Studies, reports, syrveys<br>  • Other similar Projects | • Identify keywords<br>• Formulate research questions.<br>• Write specific research questions | • Begin your search<br>• Refine your search if you are not getting the expected results by using different phrases and keywords in order to make the query more specific<br>• Diversify. Try to use different search tools. |

# Results

**Results**

❑Sub-group analysis (i.e. country, gender, employment status, marital status, and social class)

❑Comparison of results across partner countries

❑Summary presentation to report findings

# Deliverables

| List of Deliverables |
|:---:|

Deloitte will provide:

- ❑ Questionnaire to be used by all partners for the primary research

- ❑ An excel template to be used for the results of the primary research

- ❑ A power point template to be used for the results of the desk research

- ❑ Consolidated summary report ?

# Timeframe



January 2014 | **Research** | January 2015
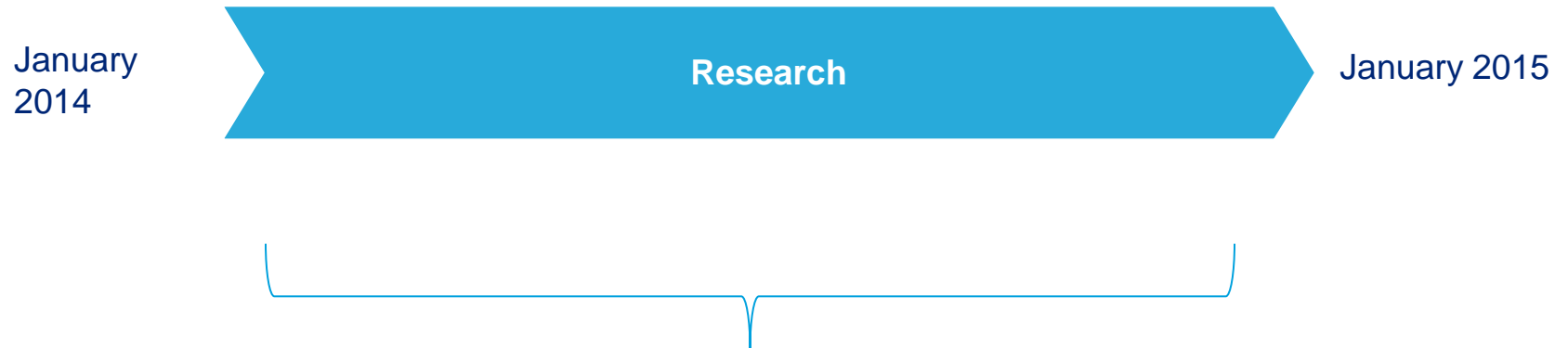
- Primary research
- Secondary research

# Discussion

❑ Definition of the universe, sample size and profile

❑ Decide on the contents of the questionnaire

❑ Agree on the deadlines and responsibilities of each partner

❑ Issue of ensuring homogeneity across the countries during the execution of personal interviews and data analysis

❑ Issue of adding the qualitative component to the research design and options

# Next Steps

| Tasks | Partner responsible | When |
|---|---|---|
| 1. Identify 15 objectives for the primary research. Prioritise the objectives (rank 1-15). Rank 1 is high priority. Rank 15 is low priority. | 1. ALL | 1. 4 November 2013 |
| 2. Select the first 10 objectives and communicate them to the consortium. | 2. CY | 2. 11 November 2013 |
| 3. Prepare the Questionnaire. Deloitte will provide the questionnaire in the meeting in Germany and the partners will discuss its contents. | 3. CY | 3. 16 – 17 January 2014 |
| 4. Commencement of the web research. Define and agree on the objectives of the web research in the meeting in Germany. | 4. ALL | 4. 16 – 17 January 2014 |
| 5. Commencement of the interviews (30) – distribution of the questionnaire. | 5. ALL | 5. July 2014 – October 2014 |
| 6. Analysis of the results of the primary research and finalisation of the outcomes of the secondary research. | 6. ALL | 6. October 2014 – January 2015 |
| 7. Communication of the results of the primary and secondary research. | 7. ALL | 7. January 2015 |

# Thank you!

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**Deloitte.**